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Advertising Age

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Coke's switch a Classic

It expects turnaround to spark new growth

By NANCY GIGES

Coca-Cola Co., erring in taking away what has been "an old friend" to the American consumer, may have stumbled into a stronger position to compete against its archrival Pepsi-Cola USA.

Industry analysts and marketing consultants working with Coca-Cola believe this mistake could be one of the best things that could have happened to the company. It provides it with a sweeter line extension that competes more directly with Pepsi and gives Coke an edge in blind taste-tests. Pepsi has touted its greater preference in blind taste-tests for years in its "Challenge" tv campaign.

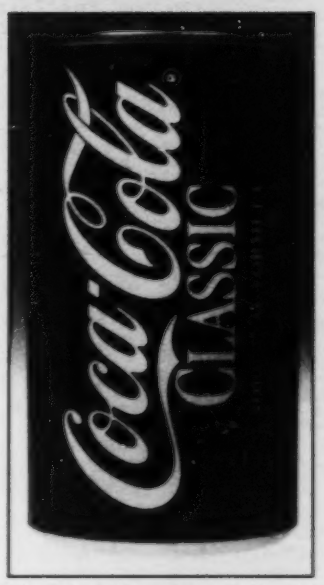
Alvin Schechter, partner in the Schechter Group, a design company that has worked with Coca-Cola on most of its packaging, said the company has been trying for years to figure out how to bring out a sweeter line extension.

"If they had come out with new Coke as a line extension or Coke Plus or whatever, the bottlers would have balked; supermarkets wouldn't have stocked it. They would have said, 'Who needs two flavors?' Coca-Cola was convinced they couldn't do it," Mr. Schechter said.

Emanuel Goldman, an analyst at Montgomery Securities, San Francisco, also suggested that Coke now can compete better against Pepsi with the new Coke and still satisfy those who want a stronger cola with the old brand.

John Bergin, vice-chairman of Coke's agency, McCann-Erickson Worldwide, who has been associated with the company for many years, commented that the family has expanded by one new member. Others include Diet Coke, caffeine-free Coke, caffeine-free Diet

(Continued on Page 82)



The "classic" package design for old Coke was developed in just 48 hours last week by Schechter Group, New York.

Smart or stupid? Opinions mixed

An Advertising Age roundup

It could wind up in the history books as the classic marketing blunder of all time. Or perhaps, in Coca-Cola Classic, a company has restored not only a revered soft-drink taste but consumer confidence and its reputation as a master marketer.

From a sampling of opinions throughout the marketing community, there generally is the belief that Coca-Cola has bitten the bullet and righted an essentially dumb move in restoring the old Coke formula while keeping a new Coke that's more competitive from a taste standpoint against archrival Pepsi-Cola.

A survey on consumer reaction to Coke Classic—Page 82.

Here are some of the reactions to the Coke Classic announcement last week:

Bob Gross, chairman, Geers Gross Advertising, New York: "So much for research! Research is great, but people are better. The new Coke has become the Edsel of our times."

Sara Ridgway, vp-pr, Lorillard, New York: "They have immortalized themselves forever in marketing textbooks, right up there with the Edsel. . .I've been stockpiling the 'Real Thing' for three

(Continued on Page 83)

Upfront's a good time for Mac

By VERNE GAY

New York—McDonald's Corp., which last year nearly doubled its upfront network tv prime time spending to $80 million, has spent $133 million this year to emerge as the single biggest advertiser in an upfront market filled with surprises.

Leo Burnett USA, Chicago, riding the wave of higher spending by Oak Brook, Ill.-based McDonald's and its recent assignment as the prime time negotiator for all General Motors divisions, has become the No. 1 agency in network upfront prime time billings, with more than $300 million placed this year. J. Walter Thompson USA, Young & Rubicam and Ted Bates Advertising had been bigger in upfront billings than Burnett, which last year placed about $225 million in prime time upfront.

But the real new giant coming out of the 1985-86 upfront prime time season—during which advertisers make commitments for the full tv season, rather than purchase individual spots on a "scatter" basis during the year—is NBC-TV, which not only secured nearly half of all upfront dollars spent, but also garnered some of the highest unit prices in tv history for individual shows.

"The Cosby Show," NBC's top-rated program last year, has commanded as much as $300,000 per 30-second spot, an alltime high for a regular series.

"Cosby" is expected to bring in more than $3 million per original episode for NBC, while sources said the program costs the network about $500,000 per show to produce.

NBC's "Miami Vice" also was priced aggressively, pulling in an average $175,000 per 30 seconds. By comparison, NBC's "The A-Team," a much higher rated show than "Miami Vice," sold in the upfront market for between $140,000

(Continued on Page 80)

Gross tells of gains

By STEWART ALTER

New York—Any ad agency ceo would be pleased to win a new piece of business with projected 1986 billings of more than $20 million, especially if it came on top of a string of $10 million in additional assignments from one of his two largest clients.

But the new billings are particularly gratifying for Robert Gross, managing director-ceo, of Geers Gross, who in recent weeks has been battling what he calls the inaccurate and unfair perception that his London and New York agency is in financial trouble.

The new client, expected to spend over $20 million in a major new-product introduction next year, is Nintendo Inc., Redmond, Wash., the U.S. arm of a leading Japanese electronic game manufacturer. Best known here for its Donkey Kong video game, Nintendo, with $300 million in sales, is said to have 95% of the home video market in Japan and half of U.S. video arcade game sales.

The agency also picked up

(Continued on Page 80)

Burnett wins 7UP

By SCOTT HUME and STEWART ALTER

Disagreement over revival of the Uncola ad theme is said to have been behind Seven-Up Co.'s decision last week to make N W Ayer its "un-agency."

The St. Louis-based subsidiary of Philip Morris abruptly shifted the assignments for its 7UP, Diet 7UP, Like cola and Sugar Free Like to Leo Burnett USA, Chicago, from Ayer, which had been a Seven-Up agency since 1978 (AA, July 11).

The account had total measured-media billings of more than $41 million in 1984, but sources put the total value of the Seven-Up business at closer to $60 million. Burnett will officially assume the account Oct. 12.

In a statement, Seven-Up

(Continued on Page 83)

Last Minute News

Agencies chase $35 million Fox

Los Angeles—Twentieth Century Fox Pictures has put its $35 million account up for review. Several agencies here are in the running, including Bozell & Jacobs and incumbent J. Walter Thompson USA, and reportedly BBDO/West, Kenyon & Eckhardt and Needham Harper Worldwide.

Carl's Jr. goes to Della Femina

Newport Beach, Cal.—Carl Karcher Enterprises has named Della Femina, Travisano & Partners, Los Angeles, to handle its $12 million Carl's Jr. fast-food chain business. The decision ends an 11-year relationship with Cochrane Chase, Livingston & Co., Irvine.

General Mills pumps $13.5M into Fiber One ads

Minneapolis—General Mills will back this week's national rollout of Fiber One cereal with a $13.5 million coupon, magazine and tv campaign touting its 11 grams of fiber per serving, compared with 9 grams for Kellogg's All-Bran. Dancer Fitzgerald Sample, New York, handles.

Times Mirror names Dempsey, Kopper

New York—Times Mirror Magazines has filled two top vacancies, naming Andrew Dempsey president, succeeding John Scott (AA, Jan. 15), and

(Continued on Page 8)

NEWSPAPER

AA
DC2001ACONGLI FMJF N
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Follows Honda dealer shift

Ex-Needham exec sued over account

By STEWART ALTER

NEW YORK—Needham Harper Worldwide has sued a former employe for allegedly misappropriating the agency's media plan and some creative footage involving a former Needham account he now handles at another shop.

The suit in federal district court here names Richard Belding, a former account supervisor on three Honda dealer association accounts. He was making $61,500 a year when he left Needham two months ago.

In mid-May, Mr. Belding joined Sklar-Lenett Associates, Rye Brook, N.Y., an agency billing $12 million. Sklar-Lenett then gained as a new client the Western Pennsylvania Honda Dealers Assn., one of the three dealer groups supervised by Mr. Belding at Needham.

The court papers include a letter from Sklar-Lenett's media director to three Pittsburgh tv stations dated May 17, two days after Mr. Belding left Needham. The letter states that Sklar was "picking up" the media buy from Needham scheduled to start three days hence, and that "as of this day we are the agency of record."

Needham has sought "an order permanently enjoining" Mr. Belding from using the "proprietary information" and is asking for more than $300,000 that includes "$250,000 in punitive damages for defendant's reprehensible conduct." It also sought $40,000 representing a

(Continued on Page 80)

Campbell dipping into Lipton's soup market

By GAY JERVEY

Campbell Soup Co. will soon enter the $434 million dry-soup market with a six-item line the company describes as the most aggressive soup introduction in its 116-year history, and one it hopes will make it the undisputed super-company in soup.

For decades, dry soup has been the special turf of Thomas J. Lipton Inc., which dominates the category with some $120 million in sales.

Camden, N.J.-based Campbell, the canned-soup king, will spend an estimated $20 million to promote its new line of dry soups that will go national this fall under the name Campbell's Quality Soup Mix.

Since 1983, the items have been tested in Pittsfield, Mass.; Eau Claire, Wis.; Portland, Me., and Bakersfield, Cal., under the name Comin' Home (AA, May 14, '83).

Multimedia ads for Quality Soup Mix, via Leber Katz Partners, New York, will stress Campbell's high-quality heritage. They are to break just in time for the key cold-weather selling season.

The new packaging is distinctly Campbell, with the white script logo and the indentifying red and white colors on the boxes.

In addition, Campbell is toying with other experiments in dry foods, an area that not only has enticing profit potential but also fits today's faster-pace, dual-income life styles. "It's natural for us to start with soup, but there is no reason we can't use the technology and infrastructure we have put forth in these efforts in other areas," said Paul Masaracchio, general manager of Campbell's dry foods business unit.

Executives at Lipton, Englewood Cliffs, N.J., could not be reached for comment.

Campbell is making other moves to strengthen its key soup business, such as expanding marketing of Home Cookin', a family of premium, ready-to-serve soups now only available in certain parts of the Midwest. Home Cookin's niche? A somewhat lighter, upscale version of Campbell's Chunky soup. BBDO is Home Cookin's agency.

The company also has recently moved coast-to-coast with Gold Label Creamy Natural soups, which the company describes as a "restaurant quality" line of cream soups, including cream of broccoli, asparagus and cauliflower. Backer & Spielvogel, New York, handles.

Campbell has particularly high hopes for the instant soup business, which accounts for about 26% of the total soup category and is growing. For one thing, its test of Comin' Home showed there is plenty of elbow room. "We grew the market 34%, on top of the fact that Lipton maintained its share in the cities we were in,"

(Continued on Page 80)

Highlights

Arby's seemingly endless search to find its niche in the fast-food market once again is leading the 1,600-unit chain to rethink its advertising strategy. *See Page 4.*

Procter & Gamble Co. is celebrating the first anniversary of its national launch of Ivory shampoo and conditioner with an estimated $3 million campaign that is intended to run only during the month of July. *See Page 6.*

The Federal Trade Commission, in what could be a blueprint case for advertisers who use expert endorsers, has singled out a respected Pennsylvania doctor as being individually responsible for the unsubstantiated weight-loss claims he made in advertising for a diet that he developed and sold. *See Page 10.*

Ralston Purina is looking to pump some life into its foundering share of the $4.4 billion ready-to-eat cereal market by introducing two new cereals. *See Page 12.*

Campbell-Mithun has been serving vegetables for 50 years. The agency started its relationship with Larsen Co.'s Veg-All on July 15, 1935, and has been devising ad recipes ever since. *See Page 42.*

S.C. Johnson & Son and Procter & Gamble, rivals in several product categories, have teamed up for a $250,000 sweepstakes. P&G's Joy dishwashing detergent and Johnson's Pledge furniture polish are sharing top billing during the summerlong "The winning shine" promotion. *See Page 76.*

CORPORATE CLOSEUP

With analysts forecasting an eventual industrywide shakeout among fast-food chicken restaurants, nobody scratches harder—or better illustrates what things are like in the middle of the pack—than scrappy Popeyes Famous Fried Chicken & Biscuits. *See Page 4.*

FORUM

Adman Richard Manoff defends marketing's role in promoting public health. *See Page 18.*

VIDEOTECH

Though videocassette recorders continue to be the consumer electronics industry's hottest-selling item, major vcr marketers are fearing a product glut that could force marketers and retailers to slash prices so low that the units are not profitable. *See Page 48.*

DIRECT MARKETING

American Telephone & Telegraph is planning to position Dial-It 900 telephone service as a new medium for advertisers and marketers. *See Page 66.*

COMING THURSDAY

SPECIAL REPORT

Liquor sales continue to slip into a deep freeze these days. However, industry innovators are launching new products and realigning their sales divisions to cope with a market that will continue to take its share of shots.

REGULAR FEATURES

ADBEAT	72
ADVERTISING MARKETPLACE	69
AGENCY PEOPLE	38
BRADY'S BUNCH	58
CON-SID-ERATIONS	16
CORRECTIONS & CLARIFICATIONS	6
EDITORIAL	16
FOR THE RECORD	79
FORUM	18
GETTING PERSONAL	26
LETTERS	20
MARKETING BY MAIL	66
MEDIAMOVES	54
NEW PRODUCTS	40
OBITUARIES	36, 56, 74
PERSONAL PRIVILEGE	24
PHOTO REVIEW	34
PRESSTIME	8
REGIONAL NEWS	64
RESEARCH BEAT	50
RESEARCH PEOPLE	50
SPORTS MARKETING	31
VIDEOTECH UPDATE	48
WORLD NEWS ROUNDUP	3

FIGURES TO FILE

ADVERTISING PAGES IN FARM PUBLICATIONS, 2ND QUARTER, 1985	76
ADVERTISING-TO-SALES RATIOS, 1984	39
COFFEE MARKET SHARES, 1980-84	62

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Oh, yes! It's Mr. Bill for BK

Former "Saturday Night Live" stalwart Mr. Bill takes some lumps from Burger King in a network tv spot breaking this week for BK's new Whopper sandwich. While whooping it up for the larger burger, he gets flattened by a falling Whopper container. J. Walter Thompson USA, New York, handles.

Late West Coast news

Hearst Cal. papers for sale to Scripps?

Hearst Corp. is negotiating to sell a substantial portion of its 30 Hearst Community Newspapers in Southern California to Cincinnati-based Scripps Howard, in an estimated $19 million deal. Scripps executives last week confirmed negotiations are under way, but said no deal has been struck. Hearst executives, based in New York, would not comment, but Hearst officials in California denied a sale had taken place.

Tomy Corp., Carson, Cal., last week named Scott Lancaster Mills Atha, Los Angeles, as agency for its new hobby and crafts division headed by former Tomy vp-general manager Dan Oakland. The Aurora division will market Aurora brand home racing kits, but has plans to expand beyond that. Initial ad spending is estimated at around $2 million. SLMA had handled Tyco Industries, Morristown, N.J., before losing the business to Bozell & Jacobs/Pacific last month (AA, June 3).

Old National Bank, Seattle, is reviewing its $2 million account, currently at Elgin Syferd, follow-

(Continued on Page 83)

P&G's Ivory shampoo lathers up $3M ads

By LAURIE FREEMAN

Procter & Gamble Co. is celebrating the first anniversary of its national launch of Ivory shampoo and conditioner with an estimated $3 million campaign intended only for the month of July.

The Cincinnati, O.-based marketer is telling the trade it will spend $2 million for national tv spots and $400,000 for radio time, "reaching saturation levels." In addition, the company planned to drop over 200 million coupons, including two 50¢-off coupons on Sunday, July 14, and Sunday, July 28. A $650,000 print campaign will support the broadcast and coupon efforts.

Ivory was introduced nationally last July with a campaign themed "Not fancy, just fabulous," handled by Benton & Bowles, New York (AA, May 21, '84).

The theme will continue to be used during the anniversary month, said a P&G spokeswoman.

According to the latest available A.C. Nielsen Co. figures, Ivory shampoo holds an 8% share of the $1.38 billion segment.#

Garfield pens AA column

NEW YORK—Robert Garfield, award-winning columnist for *USA Today*, has joined ADVERTISING AGE and the Crain Syndicate as a general columnist.

Mr. Garfield's column will make its AA debut Monday, July 22.

A prolific writer for national publications as well as a twice-weekly columnist for Gannett Co.'s *USA Today*, Mr. Garfield's essays have focused on the humorous aspects of advertising and marketing, from the fractured grammar of tv commercials to the flood of calorie-reduced "light" foods and beverages.

In announcing the appointment, AA editor-in-chief Rance Crain said Mr. Garfield will have the latitude to cover the entire spectrum of American life, from the "light and bright" to serious reflections on current events and topical subjects.

R. Garfield

Mr. Garfield will report to AA editor Fred Danzig. Said Mr. Danzig, "We believe our readers will not only enjoy Bob's unique slants on things and his talents as a writer, but will also benefit from his impressive background as a business news reporter."

The Chicago-based Crain Syndicate will make Mr. Garfield's work available to daily newspapers and other periodicals starting later this year.

Mr. Garfield, a native of the Philadelphia suburb of Bala-Cynwyd, is the recipient of the Saatchi & Saatchi Compton Award, presented annually for superior newspaper coverage of the advertising business.

He was a member of the start-up staff at Gannett's national daily in 1982, having served as a business and investigative reporter in Delaware for the *Wilmington News-Journal*, another Gannett daily, and Pennsylvania's *Reading Times*.

Mr. Garfield, 30, received awards in both states for his reportorial work. In Delaware, he was honored for an in-depth examination of Du Pont and in Pennsylvania for a candid jail-cell interview with a convict who was responsible for a 16-year crime binge.

He has contributed frequently to such publications as *Esquire*, *Manhattan, inc.*, the *New York Times*, *Philadelphia* and *Washington Journalism Review*. He will continue to be based in Washington.#

TEST DRIVE THE COUPON VEHICLE THAT OUTPERFORMS THE REST.

THE COUPON COUNTER HAS MORE SALES DRIVE

The Coupon Counter® is the revolutionary machine that gives shoppers valuable coupons every week, right where they shop. And because it conveniently puts your coupon right into shoppers' hands, it puts more sales into your pockets.

GET BETTER SALES MILEAGE

Our track record speaks for itself. In 1984 The Coupon Counter blew past conventional coupon vehicles, racking up redemption rates in excess of 13%. In fact, a coupon delivered through The Coupon Counter is almost three times as likely to sell your product. Because it's conveniently delivered in a pre-clipped stack of non-competing brands. Never in a clutter.

FEEL INSTANT SALES RESPONSE

Thanks to our unique in-store delivery system, Coupon Counter coupons are usually redeemed immediately. Which means you get virtually instant sales response. This also makes it easy to coordinate your coupon drop with timely in-store displays and promotions.

TAKE A TRIAL RUN TODAY

To experience all the features designed to help sell your products harder, you've really got to try The Coupon Counter. Once you do, we're sure you'll join the long list of top companies who count on us.

JUST CALL 1-617-329-5800
and ask for the V.P. of Account Services.

the CouponCounter®
THE COUPON VEHICLE WITH MORE SALES DRIVE.

CORRECTIONS & CLARIFICATIONS

- Chiat/Day, San Francisco, is the agency for California Cooler, not Chiat/Day, Los Angeles (AA, July 8, P. 1).
- West Nally Inc., New York, working on behalf of Worldwide Sports & Entertainment, Los Angeles, was the company that had signed Eastman Kodak Co. and AT&T as Live Aid corporate sponsors. An earlier story credited Worldwide with those sales (AA, July 8, P. 41).
- Now in his 70s, Democratic Rep. Edward P. Boland continues to represent the Massachusetts second congressional district in Washington. An article about the impact of the "I am the Nation" ad erroneously referred to "the late Edward P. Boland," who read the ad into the "Congressional Record" on July 5, '55 (AA, July 1, P. 30).
- Mountain Bell says it does not permit resale of directory assistance listings obtained through its new computer service, ScanTel. Resale of its listings obtained in printed form is possible, however (AA, July 1, P. 42).
- Foote, Cone & Belding, New York, not the agency's Chicago office, handles the Fritos account for Frito-Lay (AA, July 1, P. 3).
- An item on Harcourt Brace Jovanovich's *Corporate Travel Agent* (AA, July 1, P. 8) omitted the total circulation for its September launch. The controlled-circulation magazine will reach 20,000 readers at 7,000 travel agencies.
- A photo of Steve Shaw, new assistant director of research, Media General Research, was incorrectly identified earlier (AA, June 17, P. 56).

S. Shaw

- Feldman Calleux Associes figures for 1984 gross income and billings were incorrectly listed (AA, May 20, P. 6). Gross income for that year was $13.1 million and billings were $87.2 million. The figures apply to FCA Holdings, consisting of B&B Publicite, Concurrence Moderne, IDM Conseil Group and Marianne; the May 20 report only listed figures for Feldman Calleux Associes and not its other offices.#

Schonfeld tracks ad spending

CHICAGO—Schonfeld & Associates has issued its ninth annual report on advertising budgets and spending ratios.

The study shows advertising-to-sales ratios, advertising-to-gross-margin ratios and advertising growth rates for each company in 1984, '85 and '86.

The accompanying table contains average 1984 ratios and the annual ad spending growth rate by industry. However, individual companies may spend more or less than the average, cautioned chairman Eugene Schonfeld.

Raw data for the study were compiled from 10-K reports filed by publicly owned companies with the Securities & Exchange Commission. Therefore, ad expenditures include such nonmedia spending as collateral literature and production. For this reason, these figures are often substantially larger than estimates from media-auditing services.

Although data were compiled from published reports, cautious interpretation is required for several reasons.

First, companies may vary in what they include under ad spending. Second, many large companies are in several fields, yet are listed only in their primary-industry sector; distortion may result because a large subsidiary may not be included in the industry in which it competes. Third, a few large companies are privately owned and are not included.

The Schonfeld study also forecasts ad budgets of 5,000 companies in 275 industries. Forecasts from the study predict Procter & Gamble, Cincinnati, to be the largest advertiser in 1986 with a total budget of $1.2 billion. Sears, Roebuck & Co. is expected to be close behind with spending of $1.1 billion. General Motors Corp., Detroit; Philip Morris, New York, and Beatrice Cos. also are expected to pass the billion-dollar mark.

The major diversified food marketers will lead all other industries with spending of $5.5 billion in '86, the study predicts. The drug and pharmaceutical industry will be second with $4.7 billion. Retail department stores will be third with $4.4 billion in advertising.

Service industries with small budgets will show greatest growth. Management consultants, security services, hospitals, real estate brokers and engineering services show annual compound advertising growth rates of 22% to 48%.

High-technology industries will remain strong with growth rates in the 15%-to-22% range. A key company to watch is Compaq Computer Corp., Houston, which is predicted to invest $53.2 million in 1986, up 56% from '85.

Retailers will show strong growth. Federated Department Stores, Cincinnati, will spend $402.2 million, up 11.6%, and K mart Corp., Troy, Mich., will hit $704.3 million, up 8.6%.

McDonald's Corp., Oak Brook, Ill., will invest $210 million, up 11.7%.

Some of the greatest growth, however, will come from medium-size specialty retailers and regional companies such as Perry Drug Stores, Pontiac, Mich., which will spend $17.4 million, up 16.1% in 1986. Shoe Town, Harahan, La., will spend $3.9 million, up 20.1%. Foreign companies will continue to be competitive in many industries. Matsushita Electric is predicted to spend $358.7 million in 1986, up 7.3%. NEC will spend $163.8 million, up 13.5%. Honda will invest $486.9 million, up 10.8%. But the Japanese won't be the only big spenders. Northern Telecom will invest $87.2 million. Philips NV will spend $459.4 million.

The U.S.' heavy and basic industries continue to moderate or reduce ad spending. Failure to reinvest in market development will be both a cause and effect of industrial decline, Schonfeld believes.

A copy of the study is available for $275 from Schonfeld & Associates, 2550 Crawford Ave., Evanston 60201.#

Advertising-to-sales ratios, 1984 (By industry)

Source: Schonfeld & Associates Inc., 2550 Crawford Ave., Evanston, Ill 60201 (312) 869-5558. Legend: SIC - Standard industrial classification. NEC - Not elsewhere classified. Ad dollars as per cent of sales - Ad expenditures/net sales. Ad dollars as per cent of margin - Ad expenditures/(net sales—cost of goods sold). Annual growth rate of advertising dollars.

Industry	SIC no.	Ad dollars as per cent of sales	Ad dollars as per cent of margin	Annual growth rate (%)
Agriculture Production-Crops	100	2.2	8.7	3.9
Agriculture Produc-Livestock	200	1.7	5.3	4.8
Drilling Oil & Gas Wells	1381	2.5	9.1	-36.4
Oil & Gass Field Exploration	1382	.3	.5	-5.2
Oil & Gas Field Services NEC	1389	.1	.4	-3.3
Misc Nonmetallic Minerals	1499	.1	.3	8.9
Operative Builders	1531	1.7	14.0	13.7
Gen Bldg Contractors Nonres	1540	.7	4.0	7.3
Construction-Not Bldg Constr	1600	1.1	10.7	-39.1
Construction Spl Contractors	1700	.7	4.5	4.3
Food & Kindred Products	2000	5.4	18.2	6.5
Meat Products	2010	1.4	10.1	12.1
Dairy Products	2020	4.0	14.8	10.7
Canned-Preserved Fruits-Vegs	2030	5.5	15.1	8.1
Flour & Other Grain Mill Pds	2041	1.9	11.5	3.7
Wet Corn Milling	2046	.2	1.3	-.7
Prepared Feeds for Animals	2048	8.8	30.0	5.9
Bakery Products	2050	1.2	2.7	8.2
Beet Sugar	2063	.2	1.0	7.0
Candy & Other Confectionery	2065	6.6	17.1	5.1
Malt Beverages	2082	8.1	23.4	15.1
Distilled Rectif Blend Bevrg	2085	6.3	17.1	2.3
Bottled-Canned Soft Drnks	2086	6.5	12.5	8.4
Food Preparation NEC	2099	2.4	7.2	.3
Cigarettes	2111	4.6	14.0	8.1
Cigars	2121	4.5	7.2	17.7
Textile Mill Products	2200	1.6	8.9	.0
Knitting Mills	2250	3.1	10.2	-7.1
Floor Covering Mills	2270	1.1	4.4	19.1
Apparel & Other Finished Pds	2300	3.8	11.9	2.8
Lumber & Wood Products	2400	.3	1.3	3.5
Wood Buildings-Mobile Homes	2450	.7	4.1	8.7
Household Furniture	2510	2.1	6.9	14.9
Office Furniture	2520	1.6	4.3	8.6
Paper & Allied Products	2600	1.7	5.3	9.0
Convert Paper-Paperbd Pd NEC	2649	1.6	3.8	8.6
Printing Publishing & Allied	2700	3.3	7.2	10.9
Newspapers: Publishing-Print	2711	2.1	5.1	11.8
Periodicals: Publishing-Print	2721	4.1	8.3	8.6
Books: Publishing & Printing	2731	4.0	7.4	7.3
Commercial Printing	2750	.9	2.9	10.8
Manifold Business Forms	2761	.4	1.2	8.3
Greeting Card Publishing	2771	4.7	8.0	15.2
Chemicals & Allied Prods	2800	1.5	5.0	7.9
Ind Inorganic Chemicals	2810	12.0	32.5	16.9
Plastic Matr Synthetic Resin	2820	.8	3.1	4.4
Drugs	2830	8.9	14.6	6.0
Biological Products	2831	2.1	4.8	17.7
Medicinal Chemical Botanical Pds	2833	.7	.9	11.0
Pharmaceutical Preparations	2834	7.2	11.6	8.8
Soap & Other Detergents	2841	7.5	18.9	6.6
Perfumes Cosmetics Toil Prep	2844	11.5	19.3	7.6
Paints-Varnishes-Lacquers	2850	2.6	7.8	9.1
Industrial Organic Chemicals	2860	.2	1.6	-46.2
Agriculture Chemicals	2870	5.0	21.2	12.6
Misc Chemical Products	2890	2.9	8.1	5.6
Petroleum Refining	2911	.3	1.2	5.2
Paving & Roofing Materials	2950	1.4	5.7	6.7
Rubber & Misc Plastics Prods	3000	1.6	7.2	6.3
Fabricated Rubber Prods NEC	3069	.7	2.6	5.0
Misc Plastic Products	3079	1.2	4.1	9.0
Footwear Except Rubber	3140	3.8	10.4	7.8
Leather Goods NEC	3199	2.7	9.7	-21.9
Flat Glass	3210	.1	.5	15.8
Glass Containers	3221	3.0	7.9	10.3
Cement Hydraulic	3241	.0	.1	6.7
Structural Clay Products	3250	1.2	3.5	11.5
Pottery Products NEC	3269	1.7	8.9	10.4
Concrete Gypsum & Plaster	3270	.5	1.7	11.3
Abrasive Asbestos & Misc Min	3790	1.4	4.9	6.8
Blast Furnaces & Steel Works	3310	1.6	11.3	14.7
Prim Smelt-Refin Nonfer Mtl	3330	.1	1.1	4.1
Rolling & Draw Nonfer Metal	3350	1.0	3.6	9.0
Misc Primary Metal Products	3390	.3	1.0	-1.2
Metal Cans & Shipping Cont	3410	5.1	19.8	-14.3
Hardware NEC	3429	6.3	13.0	-0.2
Heating Equip & Plumbing Fix	3430	2.3	6.2	8.2
Solar Energy Equip & Comp	3437	1.8	5.8	14.2
Mfl Doors-Frames-Mold & Trim	3442	.9	3.3	22.5
Fabricated Plate Work	3443	.9	4.2	-3.0
Sheet Metal Work	3444	.8	3.3	10.3
Prefab Metal Bldgs & Comp	3448	.9	4.3	-13.7
Misc Metal Work	3449	1.3	3.0	-1.1
Bolts-Nuts-Screws-Riv-Washrs	3452	.7	2.7	12.9
Metal Forgings & Stampings	3460	1.8	6.7	-2.4
Ordnance & Accessories	3480	2.1	8.2	-6.4
Valves & Pipe Fittings Ex Bras	3494	1.0	3.6	4.0
Fabricated Metal Prds NEC	3499	.9	3.8	-1.2
Engines & Turbines	3510	1.0	3.6	6.8
Farm & Garden Machinery & Eq	3520	1.2	5.0	3.0
Constr Min Mat Handl Eqp	3530	1.1	4.8	-16.2
Construction Machinery & Eqp	3531	1.4	5.6	7.0
Oil Field Machinery & Equip	3533	.4	1.4	-10.1
Hoist-Indus Cranes-Monorail	3535	1.1	3.6	-30.1
Indl Trucks-Tractors-Trailers	3537	1.6	6.6	3.5
Metalworking Industry & Eqp	3540	3.2	9.2	10.0
Special Industry Machinery	3550	1.8	4.7	3.9
Pollution Control Machinery	3558	.7	3.0	19.1
General Industrial Mach & Eq	3560	1.2	3.9	2.2
Office Computing & Acctg Mch	3570	.6	1.3	-28.0
Refrig & Service Ind Machine	3580	1.3	5.1	12.3
Elec & Electr Mach Eq & Supp	3600	2.0	6.6	2.4
Elec Transmission & Distr Eq	3610	1.0	2.9	-1.5
Electrical Industrial Appar	3620	1.8	6.7	6.9
Industrial Controls	3622	1.2	3.2	15.2
Household Appliances	3630	2.9	10.3	2.8
Electrical Lighting-Wiring Eq	3640	1.4	4.1	8.0
Radio-TV Receiving Sets	3651	2.5	7.2	3.7
Phonograph Records	3652	22.5	50.7	-12.9
Tele & Telegraph Apparatus	3661	1.5	4.3	5.4
Radio Tv Transmitting Equipment	3662	1.2	3.9	6.6
Electronic Components & Access	3670	.9	2.6	3.8
Semiconductors & Rel Devices	3674	2.0	4.8	19.6
Electronic Components NEC	3679	2.2	5.5	14.8
Electronic Computing Equip	3680	1.4	2.7	10.7
Computers —Mini & Micro	3681	5.6	12.9	20.2
Computers-Mainframe	3682	1.5	2.7	7.4
Computer Terminals	3683	3.4	8.1	21.0
Computer Disk & Tape Drives	3684	1.0	3.2	12.0
Optical Char-Laser Scanners	3685	.7	.5	13.5
Computer Graphics Systems	3686	1.2	2.2	19.9
Office Automation Systems	3687	1.8	3.4	20.1
Computer Peripherals	3688	.5	1.5	13.4
Computer Equipment NEC	3689	2.1	5.2	23.1
X-ray, Electromedical Apparat	3693	1.5	2.8	6.8
Robotics	3695	2.5	11.3	17.3
Electrical Machy & Equip NEC	3699	4.3	12.6	5.8
Motor Vehicles & Car Bodies	3711	1.9	10.7	8.7
Motor Vehicle Parts-Accessor	3714	1.0	4.5	12.5
Motor Homes	3716	1.1	6.4	23.0
Aircraft & Parts	3720	1.8	9.1	7.5
Aircraft	3721	1.4	7.0	9.5
Aircraft Parts & Aux Equip	3728	.4	1.1	8.2
Ship-Boat Building & Repairing	3730	1.5	5.3	18.4
Motorcycles Bicycles & Parts	3750	2.0	9.1	8.1
Travel Trailers & Campers	3792	1.6	11.7	16.6
Engr Lab & Research Equip	3811	1.6	3.6	13.4
Measuring & Controlling Inst	3820	.8	2.5	13.7
Automatic Cntls Envrl & Appl	3822	.0	.1	22.1
Industrial Measurement Instr	3823	1.7	3.9	-.3
Elec Meas & Test Instr	3825	1.3	3.0	9.2
Meas & Controlling Dev NEC	3829	1.3	2.9	8.6
Optical Instruments & Lenses	3830	2.0	4.7	16.6
Surg & Med Instruments & App	3841	1.4	3.3	8.8
Ortho-Prosth-Surg Appl & Supp	3842	1.2	3.4	12.8
Dental Equip & Supplies	3843	2.6	6.0	10.5
Opthalmic Goods	3851	5.4	9.7	13.4
Photographic Equip & Suppl	3861	3.9	8.0	7.9
Watches Clocks & Parts	3870	1.6	5.3	-21.4
Jewelry-Precious Metals	3911	.7	3.9	.9
Silverware-Plateware	3914	3.3	12.2	5.5
Musical Instruments	3931	1.9	7.1	-6.9
Toys & Amusement Sport Goods	3940	7.3	18.0	4.3
Pens-Pencil & Oth Office Mat	3950	4.7	10.8	9.7
Misc Manufacturing Industries	3990	4.3	10.2	7.8
Intercity & Rural Hywy Trans	4131	4.0	10.0	27.8
Trucking-Local & Long Distance	4210	1.4	7.1	16.0
Water Transportation	4400	1.2	5.7	5.8
Air Transportation-Certified	4511	1.9	9.7	9.7
Transportation Services	4700	3.0	11.5	10.7
Telephone Communication	4811	1.5	4.2	-4.6
Telegraph Communication	4821	1.3	3.7	20.4
Radio-TV Broadcasters	4830	3.9	10.4	9.3
Communications Services NEC	4890	3.5	15.3	14.7
Cable Television Operators	4891	2.1	3.5	8.7
Telephone Interconnect Sys	4892	1.4	5.1	19.0
Natural Gas Transmis-Distr	4923	.2	.8	11.9
Sanitary Serv	4950	.8	10.0	-4.9
Whsl-Autos & Parts	5012	4.7	17.3	8.4
Whsl-Lumber & Constr Matl	5030	.9	2.8	3.7
Whsl-Sporting & Recres Goods	5040	.8	3.2	12.8
Whsl-Metals & Minerals	5050	6.6	51.9	26.1
Whsl-Elec Apparatus & Equip	5063	.1	.2	-32.2
Whsl-Elec Appliance TV & Radio	5064	5.9	14.7	11.6
Whsl-Electronic Parts & Equip	5065	2.9	10.4	14.1
Whsl-Hardw Plum Heat Equip	5070	4.7	31.8	2.1
Whsl-Machinery & Equipment	5080	1.7	6.2	3.8
Whsl-Durable Goods NEC	5099	2.1	8.0	6.3
Whsl-Drugs & Proprietary	5120	1.3	9.5	.8
Whsl-Groceries & Related Pds	5140	.4	3.7	9.3
Whsl-Petroleum & Petro Pds	5170	1.0	8.1	.8
Whsl-Nondurable Goods NEC	5199	1.0	8.8	7.5
Retail-Lumber & Bldg Mat	5211	2.2	8.5	12.2
Retail-Mobile Home Dealers	5270	.8	4.0	13.5
Retail-Department Stores	5311	3.3	13.5	9.9
Retail-Variety Stores	5331	2.2	8.0	8.6
Retail-Grocery Stores	5411	1.4	6.0	5.9
Convenience Stores	5412	.4	2.2	10.5
Retail-Auto Dealers & Gas Stat	5500	1.6	5.7	8.2
Retail-Apparel & Acces Store	5600	2.0	5.2	12.5
Retail-Womens Ready To Wear	5621	2.0	6.1	16.7
Retail-Shoe Stores	5661	2.0	5.5	4.4
Retail-Furniture Stores	5712	7.1	18.2	12.1
Retail-Hshld Appliance Store	5722	5.7	19.0	15.3
Retail-Radio Tv & Music Str	5730	4.1	12.1	27.8
Retail-Eating Places	5812	3.7	15.8	13.9
Retail-Drug & Propriet Stores	5912	1.6	6.1	11.5
Retail-Jewelry Stores	5944	6.2	15.9	5.7
Retail-Sewing & Needlework	5949	4.0	7.9	11.1
Retail-Mail Order Houses	5961	15.3	38.8	8.5
Retail-Auto Mdsng Mach Oper	5962	8.3	20.7	14.1
Retail-Fuel & Ice Dealers	5980	.6	2.7	-44.2
Retail-Computer Stores	5995	3.7	12.6	34.7
Retail-Stores NEC	5999	3.4	8.7	9.8
Savings & Loan Associations	6120	.7	3.0	12.2
Personal Credit Institutions	6140	1.6	3.0	13.0
Business Credit Institutions	6150	.7	1.0	6.7
Finance-Services	6199	4.2	19.8	9.6
Security & Commodity Brokers	6200	.6	6.5	5.4
Insurance Agents Brokers	6400	.8	3.2	2.2
Real Estate	6500	1.8	3.2	5.8
Operators-Nonres Bldgs	6512	2.2	5.0	10.4
Operators-Apartment Bldgs	6513	.6	1.6	23.9
Lessors of Real Property-NEC	6519	.6	-1.1	11.3
Real Estate Agents & Mgrs	6531	3.4	13.3	6.0
Real Estate Dealers	6532	1.2	3.6	23.9
Subdivid Develop Ex Cemetery	6552	2.6	11.5	12.8
Oil Royalty Traders	6792	.0	.0	-2.7
Patent Owners & Lessors	6794	3.8	16.0	11.7
Real Estate Investment Trust	6798	2.2	4.0	9.6
Hotel-Motels	7011	2.6	9.7	8.6
Serv-Personal	7200	5.8	14.7	10.7
Serv-Linen Supply	7213	.1	.3	4.5
Serv-Advertising Agencies	7311	.1	.3	-6.4
Credit Reporting Agencies	7321	2.2	10.2	9.1
Serv-Clean & Maint to Bldg NEC	7349	.4	2.1	7.2
Personnel Supply Services	7360	2.1	8.7	.5
Serv-Computer & Data Process	7370	1.8	4.5	16.4
Serv-CMP Program & Software	7372	2.2	6.4	16.0
Serv-Data Processing Svcs	7374	1.8	4.3	7.9
Serv-Computer Rel Svcs NEC	7379	1.4	1.9	11.5
Serv-Research & Developmnt Lab	7391	1.0	4.7	15.5
Serv-Mgmt Consulting & PR	7392	.7	1.4	47.7
Serv-Detective & Protective	7393	1.5	4.4	28.3
Serv-Equip Rental & Leasing	7394	3.6	5.9	7.2
Photofinishing Laboratories	7395	7.9	24.1	6.6
Commercial Testing Labs	7397	3.9	11.3	17.1
Serv-Business Services NEC	7399	1.5	5.7	12.9
Serv-Automotive Repair & Ser	7500	2.5	6.1	5.0
Serv-Motion Picture Productn	7810	10.3	34.7	-2.2
Serv-Motion Picture Theatres	7830	4.1	19.8	7.8
Serv-Racing Incl Track Oper	7948	4.1	20.5	10.6
Serv-Misc Amusement & Recrea	7990	4.4	15.7	16.1
Serv-Nursing-Person Care Fac	8050	1.0	5.7	8.1
Serv-Hospitals	8060	3.2	11.5	25.3
Medical & Dental Labs	8070	.9	2.4	8.5
Outpatient Care Facilities	8081	1.4	9.0	8.1
Health & Allied Services NEC	8091	1.5	4.0	17.5
Serv-Educational	8200	4.3	10.5	16.3
Serv-Engineering & Architect	8911	1.1	3.5	21.8

Coffee grinds to a halt, decaffeinates stay hot

By JOHN C. MAXWELL JR.

The coffee industry appears to have bottomed out in 1984. Consumption, up 3.1% from 1983 to 26.7 gals. per person, may be sustainable for the near future, but we believe the industry may experience further declines.

Some think the coffee industry has bottomed out for good. Others believe the National Coffee Assn.'s campaign, the "Coffee achievers," and youth-targeted ads by companies such as General Foods Corp. will result in near-term gains among young consumers but nothing permanent or lasting.

The largest per capita gain last year was among 15-to-19-year-olds, up 15.4% from 1983. Although a strong year-to-year increase, consumption levels are far from that of the '60s and '70s.

We believe that the proliferation of decaffeinated coffees and the tremendous amount of new-product marketing are reasons for the increase in over-all 1984 consumption. The jump in decaffeinated consumption relates to the health-conscious '80s. People are concerned, in general, about what they put into their bodies and, in particular, about caffeine.

While instant consumption remained rather flat for the year, regular or ground consumption continued to increase. With more coffee makers and a penchant for freshness in foods and beverages, people appear to be using more regular coffee than in the past. The new coffee makers, especially the preprogramable kind, prepare one or more cups of fresh coffee as fast as one can boil water for instant coffee. The overwhelming consensus is that fresh tastes better—thus the increase in ground consumption, which now represents about 12% of the total regular coffee market.

Price is very much a factor in consumption. In 1984, regular canned coffee (16 ozs.) averaged $2.578 and instant (9.1-to-14-oz. jars) averaged $5.347. Bean prices have been relatively stable since the International Coffee Agreement of 1981 and, barring any unforeseen disasters such as a crop freeze in Brazil, no substantial changes are expected.

In 1984, General Foods easily maintained its No. 1 position in the instant category despite slipping slightly from 44.3% to 44%. Nestle Foods Corp., the second-place producer, remained almost flat, while No. 3 Procter & Gamble Co. picked up a share point, thanks to the introduction of Folgers decaffeinated.

In the regular or ground segment, General Foods gained almost two share points because of increased sales in Master Blend, Max-Pax, Brim and Sanka Brand. P&G's Folgers was about even, while Hills Bros. and Chock Full O'Nuts were up.

Growth opportunities for coffee producers appear to be not only in the expansion of the decaffeinated market but also in specialty coffees. As the consumer becomes a more sophisticated coffee drinker, the industry believes he or she will try different types of coffee. Flavored coffee is only 1% of total sales, but it's growing. General Foods is clearly the leader in this segment, but other competitors are expected as this category takes hold.#

Mr. Maxwell is with Furman Selz Mayer Dietz & Birney, New York.

Coffee market shares

If you look at the market share percentages coffee makers hold, the dominance of a few becomes evident. *Source: John C. Maxwell Jr.*

	1980	1981	1982	1983	1984
Regular coffee					
General Foods					
Maxwell House*	22.3	20.2	19.5	19.0	18.9
Maxwell House Master Blend	—	5.2	6.9	7.5	8.7
Sanka	3.2	3.5	3.7	3.9	4.4
Yuban	2.0	1.6	1.3	1.0	0.8
Max-Pax & Brim	3.5	3.2	2.8	2.7	3.0
Mellow Roast	1.0	0.8	0.6	0.5	0.4
Total	32.0	34.5	34.8	34.6	36.2
Procter & Gamble					
Folgers	25.0	24.0	23.6	24.9	25.0
Hills Brothers					
Hills Brothers	6.3	6.0	6.7	7.4	8.1
Chock Full O'Nuts	—	4.2	4.2	5.0	5.3
Coca-Cola					
Maryland Club	1.0	1.0	1.0	1.0	1.0
Butternut	2.4	2.4	2.4	2.4	2.4
Total	3.4	3.4	3.4	3.4	3.4
Subtotal	66.7	72.1	72.7	75.3	78.0
All others	33.3	27.9	27.3	24.7	22.0
Grand total	100.0	100.0	100.0	100.0	100.0

*Electra-Perk is roughly 6% all years.

Instant coffee					
General Foods					
Maxwell House	21.8	22.2	22.5	22.5	22.5
Maxim	3.4	3.3	2.8	2.6	2.4
Sanka	10.5	10.2	10.2	10.1	10.0
Yuban	1.2	1.0	0.8	0.6	0.4
Freeze-Dried Sanka	2.4	2.3	2.2	2.1	2.0
Brim	3.4	3.9	4.1	4.3	4.5
Mellow Roast	1.8	1.5	0.8	0.5	0.3
International Coffees	0.9	1.1	1.3	1.6	1.9
Total	45.5	45.4	44.7	44.3	44.0
Procter & Gamble					
Folgers	11.0	11.0	12.0	12.5	13.0
High Point	2.5	5.3	5.5	5.1	4.7
Decaffeinated Folgers	—	—	—	—	1.3
Total	13.5	16.3	17.5	17.6	19.0
Nestle					
Nescafe Regular	7.8	7.2	6.5	6.1	5.7
Nescafe Decaffeinated	2.5	2.2	2.1	2.2	2.3
Taster's Choice 100% Coffee	11.7	9.2	9.3	9.5	9.7
Decaf	1.0	0.5	0.4	0.3	0.2
Taster's Choice Decaffeinated	4.3	5.7	5.8	6.1	6.4
Sunrise	2.3	1.8	1.6	1.6	1.6
Total	29.6	26.6	25.7	25.8	25.9
Borden					
Kava	1.0	1.1	1.0	0.9	0.8
Subtotal	89.6	89.4	88.9	88.6	89.7
All others	10.4	10.6	11.1	11.4	10.3
Grand total	100.0	100.0	100.0	100.0	100.0

Presentations bring yawns? Workshop has wake-up tips

NEW YORK—The difference between a good presentation and a bad presentation is the difference between applause and a yawn. . .a sale and a rejection.

To communicate effectively and interestingly is an art and a skill that will be discussed at the ADVERTISING AGE Creative Workshop by Peter Rogen, president of Peter Rogen & Associates, communications specialists. The workshop will be held Aug. 25 to 28 at the New York Hilton.

Mr. Rogen, whose client roster includes more than 30 ad agencies and companies such as American Express, Citicorp, Marine Midland, IBM, Westinghouse and Frito-Lay, will demonstrate how to be a more powerful communicator. His session is entitled "Bringing Creativity to Presentations."

Mr. Rogen sees creativity as a perception and says the ability to make others have the same perception is the key to successful presentations. To do so, a number of techniques are at one's disposal.

Included are obvious "tricks," such as film clips, surprise guests and live demonstrations. But "energy and enthusiasm are paramount, as is bringing statistics to life," says Mr. Rogen. "You must have an awareness of how your own personality interplays with that of your audience. And you must create a chemistry or magic between each member of the audience and yourself."

Mr. Rogen believes awareness of the space within which you are working is important. "Try to tailor the presentation to the space, if possible. . .be aware of your surroundings and understand the implications of distance."

In another session, Roberto Duailibi, director of the Brazilian agency Duailibi, Petit, Zaragoza, will talk about limited or one-time commercial spots. He will discuss the efficiency, the economy and the sales results of this innovative procedure in a session entitled "One-time Advertising."

With examples from Brazilian tv commercials, he will show how a number of agencies have tied advertising to current events to create timely, exciting, albeit limited, pieces. He calls this type of advertising "one-shot" or "parody of life" advertising.

"It takes a courageous agency and a client willing to invest in opportunities to create this kind of advertising, but it can be extremely effective," Mr. Duailibi maintains.

"The possibilities in this kind of advertising are endless," he says. "We can do ads when gas prices go up or if a popular soccer team loses a big game. It's all everyday events, any one of which can be used."

Mr. Duailibi sees the advantage of such advertising to be cost (in terms of over-all budget and production time) and visual excitement. "There is a lack of repetition. . .each ad is something new." He also believes certain products lend themselves comfortably to this approach. He will discuss the kinds of advertising for which this is appropriate and will describe how to use this approach.

For more information, write ADVERTISING AGE Creative Workshop, 220 E. 42nd St., 10017, or call toll-free 1-800-233-3435. In New York state, call (212) 210-0296. Telex: 64-0207.#

Advertising Age Creative Workshop
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Du Pont airs radio, tv spots in Detroit

By RAYMOND SERAFIN

Du Pont is buying radio and tv time in Detroit to persuade auto designers to abandon steel for a new generation of plastics in fenders, doors and hoods.

The so-called thermoplastic auto-body parts are a keystone in the plans of Wilmington, Del.-based Du Pont to increase its auto industry presence. Last year its sales to auto makers were $2 billion, which doesn't include fuels and lubricants sold by Du Pont-owned Conoco.

Tv commercials by N W Ayer, New York, now breaking in Detroit, show the use of Du Pont thermoplastic auto body parts in the Pontiac Fiero and other cars and use a theme "For quality in automotive development."

The commercials, airing on the Detroit market's top three late-night news shows, "are aimed at the guys who go to work in the morning at the auto design centers," said Nelson Bryant, program manager-marketing communications for the Du Pont automotive development center in Troy, Mich.

Radio spots will begin airing in the Detroit market in the fall, and print ads are running in newsweeklies and auto trade publications.

Du Pont is now working with auto manufacturers to develop bumpers, fenders, doors and quarter panels on future models.

Ford's Taurus sedan, which is due for introduction this fall, has bumpers made by rival General Electric Plastics.

James Giggey, vp-polymer products at Du Pont, predicts plastics will eventually account for more than 300 pounds in an average car, or 20% of the total weight.

By 2000, Mr. Giggey estimated, the automotive plastic industry would grow to $10 billion in annual sales.#

BEST AVAILABLE COPY

Ad pages in farm publications for 6 months, 1985-84

Second-quarter figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	April-June 1985	April-June 1984	Jan.-June 1985	Jan.-June 1984
Canadian				
Country Guide:				
Eastern Edition	135.0	138.2	279.3	285.7
National Edition	264.4	267.2	540.5	558.0
Western Edition	189.6	201.3	368.5	387.0
Le Bulletin des Agriculteurs	253.3	223.4	486.4	444.5
Total Group	842.3	830.1	1,674.7	1,675.2
% change	+1.5%		-0.02%	
Dairy & livestock				
Beef Magazine A.	159.4	180.6	382.7	402.1
Beefweek	123.0	133.5	267.5	306.2
The Cattleman	327.1	311.3	672.3	664.3
Dairy Herd Management	66.8	119.3	148.3	267.2
Drovers Journal (52X) A.	172.1	181.3	425.3	597.6
Farm Progress Hog Producer	14.0	20.0	32.0	46.8
Feedlot Management	31.4	70.1	107.8	142.9
Florida Cattleman	207.6	220.2	417.0	457.4
Hoards Dairyman (23X) A.	175.4	181.0	385.0	436.9
Hog Farm Management	33.0	48.6	89.3	168.7
National Hog Farmer	126.4	161.8	339.9	397.7
Pork '85	90.3	65.9	212.2	168.9
Southern Beef Producer (8X)	39.7	37.2	100.8	79.5
Southern Hog Producer (6X) A.	—	—	—	—
Sunbelt Dairyman (6X)	16.0	20.9	25.7	31.4
Western Livestock Journal Weekly				
Central Edition	65.5	90.0	143.3	205.0
Western Edition	78.4	100.3	170.5	206.6
Western Livestock Reporter/-Montwyo News (52X)	108.6	118.4	257.0	294.7
Total Group	1,834.7	2,060.4	4,176.6	4,873.9
% change	-10.9%		-14.3%	
Fruit & vegetable				
American Fruit Grower	149.4	128.0	302.8	293.7
American Vegetable Grower	163.5	117.1	314.6	243.1
Citrus & Vegetable	145.7	128.5	295.7	282.2
Total Group	458.6	373.6	913.1	819.0
% change	+22.8%		+11.5%	
General farm publications				
American Agriculturist	71.0	70.7	167.6	206.4
California Farmer (21X) A.	163.0	156.0	365.0	387.0
Citrus Industry	—	—	—	—
Farm Futures A.	82.0	142.0	267.5	306.4
Farm Industry News (10X)	83.8	92.3	309.6	308.9
Farm Journal (14X)	156.7	178.9	445.0	512.8
Farm Journal-Top Producer Extra	54.1	—	105.7	27.0
Florida Grower & Rancher	72.8	53.9	163.6	132.5
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman	42.4	44.6	80.6	87.8
Texas Farmer-Stockman	33.4	37.0	64.4	80.5
The Grower	92.3	86.4	183.9	171.8
Harvest Publishing Unit				
Kansas Farmer (21X)	115.6	143.8	333.7	411.1
Michigan Farmer (21X)	107.4	120.3	327.1	338.8
Missouri Ruralist (21X)	127.2	147.0	392.8	422.4
Ohio Farmer (21X)	147.1	158.6	445.9	452.3
Pennsylvania Farmer (21X)	82.8	69.2	291.2	279.7
High Plains Journal:				
Eastern Kansas (52X)	540.7	632.1	1,069.8	1,235.5
Colorado	540.4	626.2	1,046.2	1,199.6
Nebraska	527.0	613.9	1,029.2	1,191.1
Oklahoma-Texas	546.8	637.8	1,073.3	1,225.6
Western Kansas	598.3	694.0	1,162.7	1,327.4
Irrigation Age (10X) A.	36.4	39.5	110.6	139.6
Kentucky Farmer	71.3	69.2	185.2	180.0
Lancaster Farming (52X)	1,393.5	1,330.6	3,031.4	2,771.4
Midwest Farm Paper Unit: (24X)				
The Farmer	193.6	241.5	558.7	687.0
Nebraska Farmer	226.7	256.1	668.8	792.1
Prairie Farmer A.	213.8	247.5	674.2	684.0
Indiana Edition	211.6	241.5	640.1	666.1
Wallaces Farmer (24X) A.	166.3	200.1	575.2	648.4
Wisconsin Agriculturist (24X)	123.3	158.3	373.7	510.2
Pecan South (6X)	11.5	—	28.5	—
Progressive Farmer A.	171.8	190.1	417.3	448.5
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	31.4	36.9	76.1	101.8
Peanut Farmer (8X)	37.6	37.6	75.5	80.3
Successful Farming A.	128.6	157.9	406.9	460.3
Tennessee Farmer	99.4	92.5	99.4	92.5
Western Unit Farm Magazines:				
Arizona Farmer Ranchman (12X)	—	—	—	—
Colorado Rancher & Farmer (5X)	74.4	91.8	195.6	273.7
Wallaces Farmer	166.3	200.1	575.2	649.4
Western Farmer-Stockman Magazines: (24X)				
Arizona Farmer-Stockman	69.9	84.5	142.3	148.8
Idaho Farmer-Stockman	116.0	143.1	315.0	382.0
Montana Farmer-Stockman	201.1	204.1	485.1	544.8
Oregon Farmer Stockman	92.3	99.8	253.3	279.6
Utah Farmer-Stockman	89.6	88.8	233.6	242.9
Washington Farmer Stockman	103.0	110.2	268.7	299.3
Total Group	8,216.2	9,026.4	18,795.2	21,386.3
% change	-8.9%		-12.1%	
Poultry				
Broiler Industry	132.7	143.2	296.7	288.0
Poultry Digest	53.4	49.6	96.6	93.1
Poultry Tribune	51.4	62.3	110.3	141.5
Poultry & Egg News				
Poultry Times	24.8	—	60.6	—
Southeast Edition	28.2	—	63.0	—
Southwest Edition	27.9	—	52.0	—
Poultry & Egg Mktg.	19.6	—	67.8	—
Total Group	338.0	255.1	747.0	522.6
% change	+32.5%		+43.0%	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions.

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P&G, S.C. Johnson in sweeps tie

By LAURIE FREEMAN

Procter & Gamble and S.C. Johnson & Son, rivals in several product categories, have teamed up for a $250,000 sweepstakes.

P&G's Joy dishwashing detergent and Johnson's Pledge furniture polish are sharing top billing during the summerlong "The winning shine" promotion.

"The original idea came from an associate product manager at P&G," said Bob Caulk, Pledge marketing associate at Racine, Wis.-based Johnson. "They were looking for a product with similar brand characteristics to Joy—and Pledge offers some of those same characteristics."

Both Joy and Pledge come in lemon scents, and are positioned as leaders in lemon-shine cleaning.

"We thought we'd have broader consumer impact if we joined these two category leaders together. They both have a high level of household and brand-name penetration—almost everyone knows about Joy and Pledge even if they don't use them," said Mr. Caulk.

Planning for the promotion began more than 18 months ago, involving delicate negotiations between brand managers at Cincinnati-based P&G and Johnson.

Grey Advertising, New York, P&G's Joy agency, is agency of record for the promotion. The promotion kicked off in June with a one-time insert containing a 50¢-off coupon for Joy and a 20¢-off coupon for Pledge, run in newspapers around the country.

Additional support for the sweepstakes comes from 10-second tag lines now running on regular Joy tv spots. Johnson is not airing any additional advertising tied to the promotion.

A P&G spokesman said when the company looks for joint promotion possibilities with competitors, the involved brands cannot be in direct competition with each other. In this case, S.C. Johnson does not compete in the dishwashing liquid category, nor does P&G market wax-based polishes. However, both companies do jockey for position in the personal care and over-the-counter drug categories.

"The winning shine" promotion is one of the first Johnson has held with another company, although P&G occasionally has teamed up with outside marketers, the P&G spokesman said.#

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Crest readies road show

By LAURIE FREEMAN

Procter & Gamble will support its estimated $37 million ad campaign for its Crest Tartar Control Formula toothpaste with a traveling exhibit promoting dental care and the new product.

Cincinnati-based P&G's five-month national tour begins the week of July 29, when Crest exhibits will be displayed at one location in Manhattan and at a New Jersey shopping mall.

The tour will then make stops in the top 50 national markets, said a spokeswoman for Manning, Selvage & Lee, the New York public relations agency handling promotions for the new Crest formula.

Benton & Bowles, New York, handles the $37 million introductory ad campaign (AA, June 17).

The walk-through exhibits will resemble those used during test-marketing for Crest Tartar Control Formula in Minnetonka, Minn., and Sutton, Neb. (AA, March 18).

The booths will be staffed by dental hygienists and students, who will conduct oral examinations and explain the difference between plaque and tartar.

Consumers will be invited to have an oral examination; those who are found to have tartar build-up will be advised to see their dentist.

After passing through the exhibit, consumers will be given a "gift package," including a t-shirt, toothbrush, P&G coupons (for several brands), dental-care literature and balloons.

"We're trying to make dental care seem less scary," the spokeswoman said. "Most people don't know what the dentist is doing when he's cleaning their teeth or why it's necessary. This takes some of the mystery out of the process."

Plaque is a sticky, bacterial film that P&G says can be removed by any toothpaste and a toothbrush. Tartar, however, hardens into a cement-like substance on teeth and below the gum line. Tartar can be removed only by a dentist.

The new Crest formula has sodium pyrophosphate, which P&G claims aids in tartar removal.#

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